

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

MLC 1113 – MEDIA CULTURE

(All sections / Groups)

17 OCTOBER 2019

9.00 a.m - 11.00 a.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages including the cover page with 5 Question only.
2. Answer **FOUR** out of **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Short Essay Question, answer only FOUR of FIVE question. Each question worth 10 marks.

Answer the questions and write them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

Mass communication refers to a message transmitted to a large audience; the means of transmission is known as mass media. Many different kinds of mass media exist and have existed for centuries. Both have an effect on culture, which is a shared and expressed collection of behaviors, practices, beliefs, and values that are particular to a group, organization, or institution. Culture and media exert influence on each other in subtle, complex ways.

Explain how different technological transitions have shaped media industries (sender) and the audience (receiver)?

(10 marks)

Question 2

Compare and discuss the development and differences of media in the Agricultural Society and Industrial Society.

(5 marks x 2)

Question 3

- A. According to McLuhan, why senses are important to describe how electronic media shape culture? (2 marks)
- B. By proving examples, please describe the difference between hot media and cool media. (6 marks)
- C. How can a temperature (hot/ cool) of a medium can be increased and decreased? (2 marks)

Continued

Question 4

In the first thirty minutes' prologue of the film '2001: A Space Odyssey' by Stanley Kubrick, three objects: the femur bone, the space vehicle and the pen were given special close-up shots floating in the space/air.

Discuss how these three objects can be read in relation to McLuhan's aphorism 'Media as an extension of ourselves'.

- A. Discuss your understanding of this phrase 'Media as an extension of ourselves' (5 marks)
- B. From your understanding, what kind of extension were the 'bone', 'space vehicle' and 'pen' to humanity? (5 marks)

Question 5

- A. What is technological determinism? (2 marks)
- B. What is social determinism? (2 marks)
- C. What is the definition of culture? (2 marks)
- D. Why was study of culture important for early explorer from Europe? (2 marks)
- E. How does the term culture transition from study of behavioural (ways of living) to representational (identity)? (2 marks)

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